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Title:

Speech by the Acting Premier, Mr Corcoran, to the Industrial Mobilisation Course

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SPEECH BY THE ACTING PREMIER, MR. CORCORAN, TO THE INDUSTRIAL
MOBILISATION COURSE.

2/8/71.

MR. CHAIRMAN,

GENTLEMEN:

MAY I FIRST OF ALL THANK YOU FOR YOUR INVITATION TO OPEN THIS
INDUSTRIAL MOBILISATION COURSE.

THE PREMIER HAD HOPED TO BE ABLE TO DO SO HIMSELF BUT THE DATE
CLASHED WITH HIS TOUR OF REGIONAL COUNTRIES ON A MISSION WHICH
IS LINKED TO MY MAIN THEME TODAY, THE DEVELOPMENT OF SOUTH
AUSTRALIA OVER THE NEXT TWO DECADES.

DEVELOPMENT, OF COURSE, IS A VERY BROAD WORD, ONE THAT LIKE
PROGRESS CAN BE EXTENDED TO COVER ALMOST ANYTHING AND WHICH,
HOWEVER ONE USES IT, IS ASSUMED TO BE IMMEASURABLY BENEFICIAL -
RATHER LIKE "MOTHERHOOD" AND "VIRTUE".

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I WANT TODAY TO CONFINE MYSELF LARGELY TO THOSE AREAS OF
INDUSTRIAL AND ECONOMIC DEVELOPMENT IN WHICH THE STATE
GOVERNMENT IS COMPETENT AND THEN TO REFER TO THE KIND OF
DEVELOPMENT WE DON'T WANT TO SEE.

THE FEDERAL GOVERNMENT, OF COURSE, HOLDS VERY LARGE SWAY OVER
THIS AREA BUT, EVEN WITH CONTINUING MOVEMENT TOWARDS CENTRALISM
IN AUSTRALIA, THE STATES STILL HAVE EFFECTIVE CONTROL OVER THEIR
SPECIFIC DEVELOPMENT AREAS. AND OURS IS A GOVERNMENT WHICH IS
SEEKING TO USE THOSE OPPORTUNITIES TO THE MAXIMUM POSSIBLE EXTENT.
WE ARE A STATE WHICH IS DEVELOPING RAPIDLY, AND WE BELIEVE IN THE
RIGHT DIRECTION, AND WE INTEND TO MAINTAIN THIS PACE.

THE DEVELOPMENTAL HISTORY OF SOUTH AUSTRALIA IS WELL KNOWN AND
WILL CERTAINLY BE FAMILIAR TO THIS AUDIENCE. AS THE NATION'S
CENTRAL STATE, WITH SOME 70% OF OUR POPULATION CLUSTERED AROUND
THE CENTRAL CITY AREA OF ADELAIDE, OUR EARLY AGRICULTURAL AND
MINING EXPANSION WAS FAIRLY RAPIDLY FOLLOWED BY THE ESTABLISH-
MENT OF AN INDUSTRIAL CAPACITY, WHICH HAS FURTHER DEVELOPED AS

THE MOTOR INDUSTRY IS A READY EXAMPLE OF THIS. SOUTH AUSTRALIA'S ABILITY IN THE COACH AND VEHICLE BODY BUILDING INDUSTRY WAS USED AS A BASE ON WHICH BOTH GENERAL MOTORS AND CHRYSLER DODGE BUILT THEIR AUSTRALIAN OPERATIONS. GENERAL MOTORS TOOK OVER THE LOCAL ENGINEERING FIRM OF HOLDEN MOTOR BODY BUILDERS IN 1931 AND IT BECAME GENERAL MOTORS HOLDEN LTD., WHICH NOW EMPLOYS NEARLY 12,000 PEOPLE. IT HAS RECENTLY ADDED ELECTROPLATING AND AUTOMATIC TRANSMISSION PLANTS TO ITS SOUTH AUSTRALIAN ESTABLISHMENT.

A SIMILAR STORY CAN BE TOLD OF CHRYSLER AUSTRALIA WHICH HAS THE BULK OF ITS AUSTRALIAN MANUFACTURING OPERATIONS IN ADELAIDE. DURING THE SAME PERIOD, A LARGE NUMBER OF OTHER INDUSTRIES CONCENTRATING ON THE MANUFACTURE OF CONSUMER DURABLES SUCH AS WASHING MACHINES, REFRIGERATORS AND AIR CONDITIONERS WERE DEVELOPED. THE RESULT, IN THE INDUSTRIAL AREA, HAS BEEN A HEAVY CONCENTRATION OF SKILL INDUSTRIES PRODUCING MAINLY FOR THE AUSTRALIAN MARKET.

THIS IS AT ONCE A STRENGTH AND A WEAKNESS. IT GIVES US A CONSIDERABLE INNOVATIVE CAPACITY AND ACCESS TO HIGH SKILLS - NOT LIMITED ONLY TO MANUFACTURING BUT EXTENDING ALSO TO SUCH AREAS AS MINING TECHNOLOGY AND AGRICULTURAL RESEARCH. IT ALSO MAKES US NOTABLY VULNERABLE TO FLUCTUATIONS IN THE DOMESTIC MARKET. IT IS TOWARDS OVERCOMING THIS WEAKNESS AND CAPITALISING ON THAT STRENGTH THAT WE ARE NOW WORKING. THE JOB OF THE STATE GOVERNMENT, AS WE VISUALISE IT, IS TO ENCOURAGE DIVERSITY OF PRODUCT AND LOCATION, TO SEEK NEW HIGH-SKILL BASED SPECIALISED INDUSTRIES AND TO FOSTER THE CREATION AND EXPANSION OF NEW MARKETS. THIS HAS TAKEN ON A NEW IMPORTANCE WITH THE INTRUSION OF SUCH UNWELCOME FACTORS AS THE NATIONWIDE RURAL RECESSION AND THE LIKELY ENTRY OF BRITAIN INTO THE EUROPEAN ECONOMIC COMMUNITY.

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IF THOSE ARE THE MINUSES, WE ALSO HAVE IN THIS STATE A VERY LARGE NUMBER OF PLUSES. THE DISCOVERY AND EXPLOITATION OF NATURAL GAS TO THE FAR NORTH IN THE COOPER BASIN HAS OPENED NEW POTENTIAL FOR THE NORTHERN INDUSTRIAL TOWNS OF THE STATE AND THE METROPOLITAN AREA. AS THE CENTRAL STATE WE ARE IN A POSITION FROM WHICH ALL AUSTRALIAN MARKETS CAN BE SERVICED AND IN THAT POSITION WE HAVE AN ESTABLISHED BASE OF PRIMARY, SECONDARY AND HEAVY INDUSTRY. WE HAVE LAUNCHED A MAJOR TRADE DRIVE IN SOUTH EAST ASIA.

APART FROM OUR GENERAL INDUSTRIAL COMPLEX WE ARE THE HOME OF SUCH FACILITIES AS THE WEAPONS RESEARCH ESTABLISHMENT, AMDEL AND THE MINERAL SCIENCES COMPLEX, THE INSTITUTE OF MEDICAL AND VETINERARY SCIENCE, MAJOR BRANCHES OF THE C.S.I.R.O. AND TWO UNIVERSITIES OPERATING IN ADVANCED TECHNOLOGICAL DEVELOPMENT AREAS.

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COMPANIES SUCH AS PHILIPS, TEXAS INSTRUMENTS, I.C.I., AND INTERNATIONAL COMPUTERS ADD TO THIS END OF SCIENTIFIC AND TECHNICAL EXPERTISE.

THIS IS THE BASE FROM WHICH WE EXPECT DEVELOPMENT TO FLOW.

TO ASSIST IT, IN ADDITION, TO THE MEASURES I'VE MENTIONED, WE HAVE SET UP A NEW INDUSTRIES ASSISTANCE CORPORATION TO AID IN THE DEVELOPMENT AND DIVERSIFICATION OF SECONDARY INDUSTRY AND ARE ESTABLISHING AN INDUSTRIAL RESEARCH INSTITUTE TO BACK PRODUCT RESEARCH IN THE STATE.

A THIRD PART OF THE GOVERNMENTAL EFFORT TO SECURE NEW OUTLETS IS THE SUPPORT WE ARE GIVING TO RAISING INDUSTRIAL DESIGN STANDARDS IN THIS STATE. OUR GRANT TO THE INDUSTRIAL DESIGN COUNCIL HAS BEEN RAISED FROM \$4,000 TO \$20,000 WHICH HAS ENABLED A FIELD TEAM TO BE ESTABLISHED TO WORK CLOSELY WITH MANUFACTURERS, PARTICULARLY THE SMALLER ONES, IN GIVING PRACTICAL AND EARLY ADVICE.

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ANTICIPATING THAT RADICAL CHANGES ARE LIKELY IN THE FIELD OF URBAN TRANSPORT IN THE NEAR FUTURE, WE ARE TAKING STEPS TO ENSURE THAT WE ARE ABLE NOT ONLY TO APPLY THESE TO SOUTH AUSTRALIAN CONDITIONS BUT ALSO TO MAKE THIS STATE A CENTRE FOR THE DEVELOPMENT OF THESE TECHNIQUES. WE CAN CONTINUE TO OFFER READILY-AVAILABLE, LOW-PRICED INDUSTRIAL LAND IN FULLY SERVICED INDUSTRIAL ESTATES 17 MILES FROM THE HEART OF THE CITY. OUR BUILDING COSTS ARE LOW AND, THROUGH THE HOUSING TRUST, WE CAN BUILD FACTORIES FOR INDUSTRIES EITHER ON A PURCHASE OR LEASE-PURCHASE BASIS.

IN ADDITION TO SPECIFICALLY INDUSTRY-ORIENTED DEVELOPMENT PROGRAMMES WE ARE SEEKING TO EXPAND OUR TOURIST POTENTIAL AND TO SET SOUTH AUSTRALIA SQUARELY ON THE INTERNATIONAL TOURISM MAP. THIS IS AN AREA IN WHICH SOUTH AUSTRALIA HAS ENORMOUS POTENTIAL.

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THERE IS MUCH MORE THAN JUST KANGAROO ISLAND, THE FLINDERS RANGES, THE BAROSSA VALLEY AND THE RIVER MURRAY - THOUGH THESE AREAS THEMSELVES OFFER VERY LARGE SCOPE FOR FURTHER DEVELOPMENT. OUR CLIMATE IS AKIN TO THAT OF SOUTHERN CALIFORNIA AND SOUTHERN EUROPE AND WE ALREADY HAVE SUCH SPECIFICALLY SOUTH AUSTRALIAN ATTRACTIONS TO TEMPT THE TOURIST DOLLARS INTO OUR BORDERS AS THE ADELAIDE ARTS FESTIVAL, THE SCHUTZENFEST AND THE BAROSSA VALLEY VINTAGE FESTIVAL. THESE CAN BE EXPANDED AND DEVELOPED AS CAN SUCH AREAS AS THE CORNISH MINING TOWNS AND I LOOK FORWARD TO THE DEVELOPMENT OF THESE ATTRACTIONS, OF MUSEUMS, NATIONAL PARKS, SPECIAL HISTORICAL FEATURES, CAFES AND RESTAURANTS AND, OF COURSE, IMPROVED HOTEL FACILITIES. HERE ONE RECENT INITIATIVE, OF WHICH YOU'LL BE AWARE, IS THE SCHEME WE ARE SPONSORING TO SET UP A FIRST-CLASS HOTEL OF INTERNATIONAL STANDARD IN VICTORIA SQUARE IN THE HEART OF THE CITY.

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THIS WILL NOT ONLY BE OF BENEFIT TO CITY TOURISM BUT THERE WILL BE AN IMMEDIATE SPIN-OFF IN OTHER TOURIST AREAS, SUCH AS THE RIVER TOWNS, FOR THOSE WHO USE THE HOTEL OBVIOUSLY WON'T WANT TO CONFINE THEIR SIGHTSEEING TO DOWNTOWN ADELAIDE.

ONE OF THE MOST ATTRACTIVE FACTS ABOUT TOURISM SO FAR AS THE PLANNER IS CONCERNED IS THAT IT IS A BENIGN INDUSTRY. FAR FROM POLLUTING THE COUNTRYSIDE AND DESTROYING NATIONAL BEAUTY TOURISM FOSTERS ITS PRESERVATION AND INCREASES AWARENESS OF THE VALUE OF SUCH ASSETS AS LANDSCAPE AND NATURAL ANIMAL AND PLANT LIFE.

AND PLAINLY GOVERNMENTS AND PLANNERS ARE GOING TO HAVE TO PAY GREAT HEED TO ENVIRONMENTAL VALUES IN THE COMING DECADES.

ENVIRONMENTAL CONCERN AND PUBLIC CONSCIOUSNESS OF PROBLEMS BROUGHT ABOUT BY POLLUTION HAS RISEN OVER THE PAST FEW YEARS ALMOST TO THE STATUS OF A CLICHE.

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BUT THAT DOESN'T MAKE IT ANY THE LESS REAL OR IMPORTANT. IT WOULD BE FOLLY, INDEED UNFORGIVEABLE, IF WE WERE TO CONCENTRATE ON DEVELOPMENT ALONE AND TO IGNORE THE CONSEQUENCES OF WHAT WE WERE DOING. WE MUST CONSIDER THE KIND OF STATE WE ARE CREATING. FUTURE GENERATIONS WOULD PASS HARSH JUDGEMENT ON US IF WE WERE TO RECKLESSLY DESTROY OUR HERITAGE FOR THE SAKE OF "JAM TODAY".

AN EXPANDING POPULATION, RISING EXPECTATIONS AND NEW TECHNOLOGICAL BREAKTHROUGHS ENSURE THAT THE FACE OF SOUTH AUSTRALIA WILL CONTINUE TO CHANGE RAPIDLY.

BUT THERE'S NO REASON WHY IT SHOULDN'T BE A CLEAN FACE.

WE HAVE, I THINK, SHOWN AUSTRALIA A LEAD IN GOVERNMENTAL CONCERN FOR THE ENVIRONMENT IN OUR APPOINTMENT OF A CONSERVATION MINISTER, AND IN ACTIONS WE HAVE TAKEN TO PRESERVE SOUTH AUSTRALIA FOR THE SUCCEEDING GENERATIONS FOR SOUTH AUSTRALIANS.

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AS AN ILLUSTRATION OF THIS I'D CITE THE MEASURES WE RECENTLY ANNOUNCED TO KEEP THE MURRAY AS POLLUTION-FREE AS POSSIBLE - MEASURES WE HOPE WILL BE FOLLOWED BY THE EASTERN STATES THROUGH WHICH THAT RIVER FLOWS. LIKELY TRENDS IN SUCH AREAS AS SOCIAL CHANGES AND VARIATIONS IN OUR PATTERNS OF LIVING ARE SURE TO BE NO LESS SIGNIFICANT, THOUGH THIS IS AN AREA IN WHICH ALMOST BY DEFINITION IT IS MORE DIFFICULT TO MAKE ACCURATE PREDICTIONS, HOWEVER, I BELIEVE ONE CAN ALREADY MAKE SOME REASONABLE PROJECTIONS. I'VE ALREADY MENTIONED THE LIKELY IMPACT THAT CHANGES IN TRANSPORTATION TECHNIQUES ARE LIKELY TO HAVE. THE PRESENT CONCERN FOR ENVIRONMENTAL VALUES AND AWARENESS OF THE PROBLEMS OF SOCIAL DISLOCATION NOW FOUND IN OUR CITIES ARE LIKELY TO BE REFLECTED IN THE FIELD OF HOUSING.

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WE NEED PLANNERS, DESIGNERS AND BUILDERS WITH IMAGINATION, TRAINING AND AWARENESS OF THESE FACTORS IF WE ARE TO AVOID THE PROBLEMS THAT PLAGUE OTHER CITIES AND WHICH ARE BEING FELT HERE TO A LESSER DEGREE. I'M SURE WE CAN OVERCOME THEM BUT I FORESEE A NEW EMPHASIS ON DESIGN STANDARDS AND A GREATER INVOLVEMENT WITH SOCIAL AND COMMUNITY FACTORS IN URBAN DEVELOPMENT. AND NOT ONLY DEVELOPMENT. WE MUST TACKLE THE PROBLEMS OF URBAN REDEVELOPMENT - AN AREA IN WHICH FEDERAL SUPPORT IS MOST URGENTLY REQUIRED IF EFFECTIVE ACTION IS TO BE TAKEN. I'M NOT TALKING HERE ABOUT GRANDIOSE PROJECTS SUCH AS OPERA HOUSES BUT INTEGRATED CITY AND SUBURBAN DEVELOPMENT THAT TAKES PROPER NOTICE OF THE PEOPLE WHO WILL LIVE IN OUR CITIES AND WHICH CONSIDERS COMMUNITY WELFARE AS WELL AS PROFITS.

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AS A GOVERNMENT WE ARE DOING ALL WE CAN TO ENSURE THAT DEVELOPMENT TAKES PLACE ALONG THOSE LINES AND I BELIEVE THERE WILL BE INCREASING PUBLIC PRESSURE TO INSIST THAT IT BE DONE. IN PRACTICAL TERMS THIS IS LIKELY TO INCLUDE THE CONSTRUCTION OF TOWER-UNITS, WALK-UP FLATS, CLUSTER HOUSING AND PATIO HOUSING IN ADDITION TO THE CONTINUATION OF PRESENT GENERAL HOUSING STYLES. I THINK THE FUTURE WILL SEE IN SOUTH AUSTRALIA A BROADER MIX OF COMMUNITY FACILITIES AND, THEREBY, A WIDER CHOICE FOR OUR CITIZENS. I THINK IT IS THE PROPER ROLE OF THE GOVERNMENT TO ENCOURAGE THIS AND TO DISCOURAGE UNNECESSARY SPRAWL WITH ITS STUPENDOUS CONTINGENT ECONOMIC COSTS IN PROVIDING SERVICES SUCH AS WATER, SEWERAGE, SCHOOLS AND ROADS AND SOCIAL COSTS INVOLVED IN ISOLATION AND LACK OF COMMUNITY AWARENESS.

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PLAINLY THE METROPOLITAN AREA WILL CONTINUE TO GROW BUT I BELIEVE THAT THIS GROWTH WILL BE WITHIN NOW OBSERVABLE LIMITS. THESE ARE JUST A FEW FACETS OF POSSIBLE DEVELOPMENT FOR ONE AUSTRALIAN STATE.

ONE DOESN'T HAVE TO BE A FUTURIST TO SEE THAT THE SEVENTIES AND THE EIGHTIES ARE GOING TO BE EXCITING, DRAMATIC DECADES FOR AUSTRALIA AS A WHOLE. IN ALL THIS SOUTH AUSTRALIA WILL HAVE A STRONG ROLE TO PLAY. I THINK IT WILL BE A PERIOD IN WHICH WE WILL BE ABLE TO PLAY A LEADING PART IN DEVELOPING NEW AND EXISTING INDUSTRIES, IN WHICH WE CAN TAKE THE LEAD AS AN ACTIVE TRADING PARTNER WITH COUNTRIES THROUGHOUT THE ASIAN AND PACIFIC REGION AND IN WHICH AN ENLIGHTENED APPROACH TO SOCIAL AND ENVIRONMENTAL VALUES WILL SEE THAT THIS STATE'S POTENTIAL TO SET THE PACE IN AUSTRALIAN DEVELOPMENT IS FULFILLED.

THANK YOU.